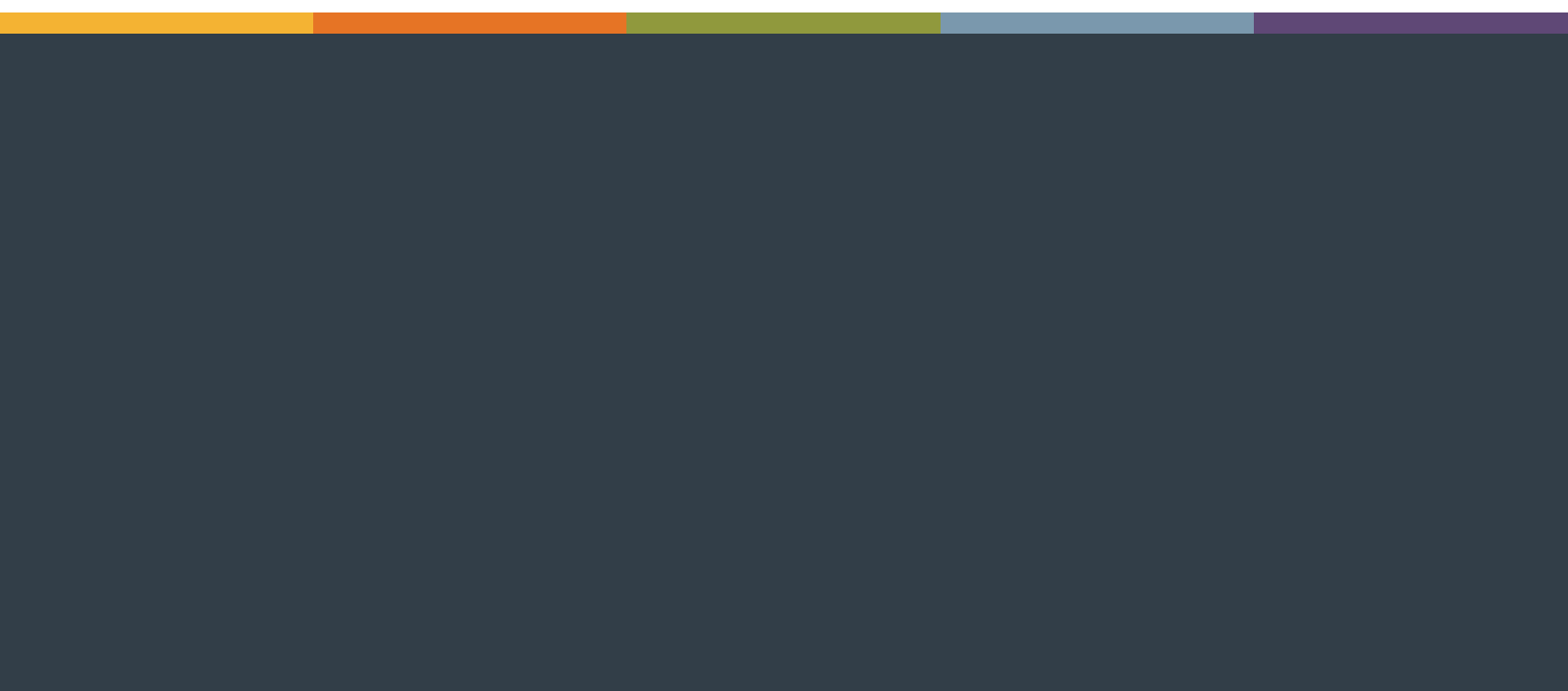




FLEET METRICS THAT MATTER: A GUIDE TO KPIS EVERY FLEET MANAGER SHOULD TRACK



A practical, expert-backed guide for fleet managers who want to reduce costs, increase visibility, and take control of operations in 2025 and beyond.

Introduction

Fleet management is no longer about gut decisions. It's about data. But with hundreds of potential metrics to monitor, where should you focus?

This guide breaks down the essential KPIs every fleet operator, safety manager, or logistics coordinator needs to track, whether you're managing 10 vehicles or 10,000.

Read on to simplify fleet performance one KPI at a time.

Section 1: Operations and Utilization Metrics

Vehicle Utilization Rate

Why it matters: Helps avoid under- or over-utilizing assets.

How to calculate: $(\text{Time vehicle is in use} \div \text{Total available time}) \times 100$

Software insight: Fleet platforms can automate utilization data using GPS and telematics.

Average Trip Distance & Duration

Why it matters: Identifies route inefficiencies or driver behavior.

Benchmark tip: Compare across regions, drivers, or vehicle types.

Downtime per Vehicle

Why it matters: Unplanned downtime equals lost revenue.

Manual tracking: Possible, but a fleet management system flags downtime automatically and links it to maintenance records.

Section 2: Maintenance and Asset Health Metrics

Cost per Mile (Maintenance-Specific)

Why it matters: Shows the true cost of keeping your fleet moving.

Pro tip: Break it down by vehicle type, age, or vendor to spot problem trends.

Preventive vs. Reactive Maintenance Ratio

Why it matters: High reactive maintenance leads to expensive surprises.

Ideal ratio: 80% preventive / 20% reactive or better.

Work Order Completion Time

Why it matters: Measures service efficiency and technician performance.

Software advantage: Tracks from submission to completion and helps identify bottlenecks.

Section 3: Fuel & Cost Control Metrics

Fuel Consumption per Vehicle

Why it matters: Fuel is often your fleet's biggest operational cost.

Insight: Telematics-enabled platforms spot inefficient vehicles or routes.

Idle Time per Vehicle

Why it matters: Excessive idling means wasted fuel, higher emissions, and added wear.

Quick win: Use alerts to cut idle time by up to 25%.

Total Cost of Ownership (TCO)

Why it matters: Reveals the full financial impact of each asset.

Includes: Purchase price + maintenance + fuel + insurance + depreciation.

Section 4: Safety and Compliance Metrics

Driver Safety Score

Why it matters: Directly affects accident risk and insurance premiums.

Trackable via: Telematics data on speeding, braking, and harsh maneuvers.

Compliance Violations per Month

Why it matters: Avoiding DOT fines and reputation damage is essential.

Pro tip: Use software to log inspections and stay audit-ready.

Section 5: Putting it all together: KPI Dashboard Framework

You can track these KPIs manually, but most growing fleets find that spreadsheets fall short.

Option A: Manual Tracking

Spreadsheets, paper logs, and periodic reports. Cheap, but prone to human error.

Option B: Fleet Software Dashboard

Automates tracking, shows trends over time, and allows for quick decision-making.

Visual dashboards make it easy to spot underperforming assets or drivers.

Conclusion: Why KPIs Are the New Competitive Advantage

Tracking the right KPIs helps you:

- Make faster, data-driven decisions
- Cut costs through better visibility
- Improve compliance and safety
- Boost customer satisfaction through efficient operations

In short, great fleets aren't bigger. They're smarter.

Want to see what tracking these KPIs looks like in real-time? Schedule a demo of AssetWorks FleetFocus today at assetworks.com/fleet.